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HOUSEKEEPERS' CHAT

MONDAY, December 4, 1933.

(FOR BROADCAST USE ONLY)

Subject; "The New Food and Drug Law." Information from the Food and Drug Administration, U.S.D.A. ---ooOoo---

I have had several talks lately about the fake medicines now selling on the market, about the dangerous or worthless cosmetics for sale and the food swindles of one kind and another. And we've discussed the fact that these products go on selling because we have now no law which can stop their sale adequately. True, we have a Food and Drugs Act--the one that was passed in 1906--but though this has done and is doing a great deal of good, it has many loopholes that unscrupulous manufacturers are making the most of. The new Copeland bill, now up before Congress, is aimed to stop up these loopholes, is directed against the cheats who are now swindling the public. This new bill is one that women especially should take an interest in. I'm going to give you the answers of one of the Food and Drug experts to some questions about this new bill.

"No. 1-- Is the present National pure food and drug law failing in its purpose to protect you? One figure should show that government enforcing agents have been on the job since the pure food law was enacted in 1906. During nearly 27 years' enforcement of the law the government has instituted almost 23,000 legal actions against violators of the measure or against their products. Products seized have included thousands of foods. Thousands of drugs, stock remedies, feedstuffs designed for livestock, grossly misbranded patent medicines, recommended for the cure of practically every disease for blindness to leprosy and cancer, have been removed from the market. Worthless nostrums have been jerked out of interstate traffic, thus saving consumers much money which might have been spent for worthless goods. Decomposed, rancid, filthy foods have likewise been seized. Other seizures have included foods and drugs, the sale of which would definitely cheat the consumer of his money. Thousands of criminal prosecutions have been instituted against violators.

No. 2-- If the food and drugs act has been enforced, why is a new law necessary? Well, let's answer this question by an illustration or two. Back in 1906 or '07, a 2- or 4-cylinder car which ate gasoline like a fire--- which used enough oil to lubricate a locomotive--- which was capable of the hat-holding speed of 25 or 30 miles an hour, was considered perfectly satisfactory by the average driver. The car was good enough for his time because automotive engineers did not know how to make a better one. But as we progressed in our knowledge of what constitutes a good motor car, we rapidly learned how to make better motor cars. If you should place one of the funny old 4-cylinder chuggers of 1906 against one of the beautiful 8, 12 or 16-cylinder machines of today, you would know that there has been much progress here. Or let us illustrate with styles. The modern woman, proud of her charm and the way she appears in civilized society, wants clothes of the type which her friends and acquaintances wear. She has stored in the attic the outmoded, old-fashioned styles of 1906 and is today dressed in the style of her times. The food and drug law too is outmoded. The present law is not competent-- due to the limitations of the law itself--- to meet the high speed methods of 1933. The diets of people have changed. The

methods of manufacturing foods have changed. The cycle of time has swung from a point where housewives commonly preserved their own foods to the point where the average woman buys most of her food at the store. We need a new food and drugs act to meet the changing opinions of consumers as to foods and drugs as well as to meet the rapidly changing methods of manufacture, advertising and sale of foods, drugs, and cosmetics.

No. 3-- What is this new food and drug law I have been telling you about commonly called? The measure is generally known as the Copeland bill, although some people have heard of it as the new Federal food and drugs act. Its Congressional designation, S. 1944, means Senate 1944.

No. 4.-- (I am still answering questions). Who ~~drew~~ drew up the Copeland bill? Well, a number of fingers were in this pie. Officials of the Federal Food and Drug Administration and of the Secretary's and Solicitor's offices of the ~~Depart-~~ment of Agriculture were mainly responsible for drawing up the bill, aided by experienced attorneys who have made special studies of the deficiencies of the present law. The Copeland bill was drafted by direction of President Roosevelt. It was carefully checked upon by the Solicitor's Office and the Department of Justice.

No. 5-- Who introduced the measure to Congress and when? The bill was introduced to Congress by Senator Royal S. Copeland, New York, on June 12, 1933. It had previously been presented to the appropriate committee of Congress by Secretary of Agriculture Henry A. Wallace. The measure is now pending and, it is hoped, will be voted upon early in the next session of Congress.

No. 6-- If the Copeland bill is enacted, will consumers be deprived of the protection afforded them by the existing law? By no means, no. I think you have understood from what I have already said that the only reason for drafting and presenting to Congress a new food and drug measure is to give people protection which cannot possibly be afforded them under the present statute. The present statute is outmoded, old-fashioned and obsolete. Laws can grow obsolete as quickly as styles. But laws are quite different from styles. The styles of yesterday may be just as good as those of 1933--- but most women do not care to wear the bustle and poke bonnets of days gone by. Now, when a law becomes outdated, it deprives the people of exactly the protection they are supposed to secure through enforcement of the law as originally enacted. This is certainly the case so far as the food and drug law is concerned. But the Copeland bill is up to the minute. It takes into account conditions which were not in effect when the pure food and drug law was originally passed.

No. 7.-- What are some of the outstanding provisions of this new food and drug bill? The answer to that question is such a long story that I shall have to give it to you in what are called "takes." I can tell you this much, however--- the Copeland bill grants the government authority to control the sale of cosmetics containing poisonous ingredients and provides a much more effective control of dangerous or worthless medicines. It is equally broad in other respects. The bill prohibits misleading or false advertising of foods, drugs and cosmetics. The present law has no control over cosmetics or advertising. I propose to take up these and other significant provisions of the bill in later talks.

In the meantime, if you are interested, write your Congressman for a copy of Senate 1944, the Copeland bill. And if you want additional information, drop a letter or a post card to the Federal Food and Drug Administration, Washington, D. C. Tomorrow: "Questions and Answers".

